How to create a welcoming sequence

In this video, we'll show you how to create an effective welcoming sequence for your target market or niche. Let's dive in!

Step 1: Log in to your Mailvio account.

Step 2: Click the Automations tab, and then click the Create Automation button.

Step 3: After that, you will be routed to a different panel page and the first thing you need to do is to create a name for your automation. Then click the Define a Workflow Trigger to set up your own trigger and click Save at the bottom.

Step 4: After saving, click on the Plus icon to add a step then a display box will show up, and choose Email. Fill in the email fields and set up your email content then click Save.

Step 5: Set up the delay of your welcoming sequence depending on whatever you like. Then click Save.

Step 6: After setting up the delay, click on the Plus icon for the next step then choose Email again. Set up your email then click Save at the bottom.

Note: You can put as many emails as you want.

Step 7: Set the delay again and click Save at the bottom.

Step 8: You can also score your subscribers by clicking the Plus icon and choosing Score.

Step 9: Set your own score based on the opening and clicking or whatever it is done by your subscriber. Then click Save.

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Step 10: After setting the scores, click the Plus icon then choose Action from the display box.

Step 11: Set your actions by putting them in a list altogether or in a different group (depending on you). Then click Save.

Step 12: After setting it all up, click on Activate at the top.

Step 13: When you activate it, a display box will show, and you have the option to select where to send it either to New Subscribers or your Existing Subscribers.

Note: Since this one is a welcoming email, it’s better to choose New Subscribers.

Step 14: If you’re already satisfied with it, you can exit the panel by clicking the Exit at the upper right corner.

Step 15: From there, you can already see the sequence you created, and you can view the stats of that template by just clicking it. And you’re good to go.

That's it! You have successfully created a welcoming email sequence for your target market or niche. If you have further questions, please reach out to us here.

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